

Home Furnishings Calendar 1951

WEEK OF

JANUARY

FEBRUARY

MARCH

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; *
 * furnishing and decorating; gardening and horticulture; food and major appliances. *
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* The CALENDAR will furnish free to yearly subscribers an accurate list of editors *
 * who cover every phase of the home furnishings field on national trade and con- *
 * sumer publications. Non-subscribers pay \$25 for this list. Personnel changes *
 * and additions are published weekly. Avail yourself of this invaluable service. *
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* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
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* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events, *
 * last minute changes and revisions are added each week as scheduled. *
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 1- Feb. 23	RECORDING YOUR DESIGN Various methods of recording designs will be illustrated and demonstrated during this exhibit. Silk screening on both paper and fabrics; block printing and stencilling will be represented. Attendance at the demonstrations will be limited and a charge of \$1 for each will be made. At other times the exhibition is free. Demonstrations: Block Printing, 10:30 to 12 A.M., Feb., 6, 7, 8; Silk Screen - Paper, 10:30 to 12 A.M., Feb. 19, 20, 21; Silk Screen - Fabrics, 10:30 to 12 A.M., Feb. 13, 14, 15; Stencilling, 10:30 to 12 A.M., Feb. 9, 16, 23. Hours: 10 A.M. to 5:30 P.M., Monday through Saturday. Contact: Mrs. Vanderbilt Webb or Mrs. Audrey Dahlerup, FL. 3-9094.	AMERICA HOUSE	32 EAST 52ND STREET
Thursday Feb. 1	NEW HEADQUARTERS On this date the new executive offices of this concern will open on the 22nd floor. This new and enlarged space will house the Knoll Planning Unit, and the furniture and textile divisions. The new showrooms will open during the week of February 5th and a press preview will be held by invitation only. Date not yet settled. Publicity: Martha Kai, MU. 8-7900.	KNOLL ASSOCIATES, INC.	575 MADISON AVENUE
Feb. 1- Feb. 10	NATIONAL KRAUT AND FRANKFURTER WEEK. SPONSOR: NAT'L. KRAUT PACKERS ASSN., CLYDE, OHIO.		
Friday Feb. 2 5:00 P.M.- 7:00 P.M.	EXHIBIT: CHINESE MIRRORS An exhibition of Chinese mirrors arranged by the Chinese Art Society will be held on this date under the auspices of China Institute in America. Contact: Mrs. Phillips F. Greene, RH. 4-8181.	CHINA HOUSE	125 EAST 65TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Feb. 4 5:30 P.M.- 7:30 P.M.	COCKTAIL PARTY Forty members of The Women's Ad Club of Providence will be in New York on this date and all members are urged to come and meet them. (\$2 for 2 drinks per member.)	ADV. WOMEN OF N.Y.	NEW YORKER CI. 5-4149.
Feb. 4- Feb. 7	WESTERN GIFT, LAMP, HOUSEWARES SHOW, WESTERN MDSE. MART, SAN FRAN., CAL. CONTACT: KAY LEBER, 1355 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA.		
Feb. 4- Feb. 7	BUFFALO MART GIFT SHOW, HOTEL STATLER, BUFFALO, NEW YORK. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sunday Feb. 4- Feb. 17	MDSE. MART GIFT SHOW The annual gift show and the china, glassware and pottery market will be held on these dates concurrently with the Chicago Gift Show. Publicity: Gertrude Shrock, News Bureau, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	CHICAGO 54, ILLINOIS

WEEK BEGINNING MONDAY, FEBRUARY 5, 1951

Monday Feb. 5 6:30 P.M.- 8:00 P.M.	OPEN HOUSE COCKTAIL PARTY A cocktail party in the Crystal Ballroom of this hotel is open to all members of the trade as guests of the San Francisco Gift & Art Assn., the Western Merchandise Exhibitors Assn., and the Western Merchandise Mart. Contact: Frank K. Runyon, Western Mdse. Mart, San Francisco, California.	GIFT & ART ASSN., EXHIBITORS ASSN., MDSE. MART	HOTEL WHITCOMB SAN FRANCISCO
Monday Feb. 5 7:30 P.M.	SIXTEENTH LECTURE Subject of this lecture will be "Coordinating All Factors in an Advertisement." Speakers are Catherine Owens, Hearst Adv. Service; Barbara Bender, Wm. Esty & Co., Agnes Nablo, Young & Rubicam; Nancy Wheeler, O'Mara & Ormsbee. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Monday Feb. 5	ANNUAL INDUSTRY DINNER The annual Western Floor Covering Dinner will be held in the Mart Club Auditorium to mark the opening of the Floor Covering market. A panel discussion by leaders in the industry will be a feature. Contact: Frank K. Runyon, Western Merchandise Mart, San Francisco, California.	WESTERN MERCHANDISE MART	SAN FRANCISCO, CAL.
Feb. 5- Feb. 9	NATIONAL NOTION & NOVELTY EXHIBIT, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: G. E. ENGLISH, HOTEL STATLER, NEW YORK 1, N. Y.		
Feb. 5- Feb. 9	WESTERN FURN. EXCH. & MDSE. MART SHOW, SAN FRANCISCO, CALIFORNIA. CONTACT: A. C. BALL, 1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA.		
Sunday Feb. 4- Feb. 17	KATHI URBACH LINE FOR SPRING 1951 A group of nine new fabric sculpture figurines by Kathi Urbach is being introduced at the Chicago and San Francisco Gift Shows. C.D. Peacock of Chicago will devote its entire Monroe St. window to these. The figures, of a wholly new artistic approach and treatment, are expressly designed for contemporary decor. All in the same color scheme of jet black, cream and beige with unpainted terra cotta bisque features, they include a Chinese threesome and pairs of Grecian, Siamese and Moroccan figures. Editors are cordially invited to see this line also at M. Wille, Inc., 225 5th Ave., N.Y. or at Robert Greer, The Brack Shops, Los Angeles. Publ.: Frances Carter Scott, OR. 5-3815.	GIFT SHOWS	CHICAGO, ILLINOIS SAN FRANCISCO, CAL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 5- Feb. 16	CHICAGO GIFT SHOW Due to the Canning Congress which will occupy most of Chicago's hotel rooms the week before, the Gift Show has been postponed to the dates above so that there will be adequate accommodations for gift buyers. Several outstanding lines of decorative accessories and ceramics have been added to the show. On Feb. 8 there will be a dinner-dance at the Palmer House and on Feb. 13, a cocktail-buffet at the La Salle Hotel. Contact: George F. Little Management, 220 5th Ave., N.Y.C., MU. 9-7147.	EASTERN MFRS. & IMPORTERS	LaSALLE & PALMER
Monday Feb. 5 Just out	U.S. INDUSTRIAL DESIGN The annual publication of this organization, "U.S. Industrial Design," will be published on this date by Studio Publications, Inc., in association with Thomas Y. Crowell. This 184-page volume illustrates outstanding design achievements of the past year. It will be sold at bookstores at \$10 a copy. Contact: Society of Industrial Designers, PL. 3-8356.	SOC. OF IND. DESIGNERS	48 EAST 49TH STREET
Monday Feb. 5	COURSES: PUBLIC RELATIONS A large group of courses in Public Relations and Communications will start with the opening of the spring term on this date. A catalogue fully describing all courses and giving hours, fees, and so forth will be sent on request. Contact: The New School of Social Research, OR. 5-2700.	NEW SCHOOL FOR SOC. RES.	66 WEST 12TH STREET
Tuesday Feb. 6 5:00 P.M.- 8:00 P.M.	PRESS PARTY A party for the press, by invitation only, will mark the introduction to the national market of Pride, a newly-developed liquid cleaning and polishing furniture wax. Pride is applied by cloth, allowed to dry, and a residual haze wiped off with finger-tip pressure. There will be a demonstration of correct application and results. Technical officials of sponsoring company will be on hand to answer press questions and supply research background. In Chanteclair Room. Publicity: Andrew Clark, Carl Byoir & Associates, MU. 3-3464.	S.C. JOHNSON & SON, INC.	SHERRY-NETHERLAND
Tuesday Feb. 6	FURNITURE FORUM AND DINNER A furniture forum and dinner will be a highlight event of the Western Winter Market. It is open to furniture manufacturers and their sales representatives as well as to all retail furniture dealers and buyers. Contact: Ralph A. Brown, Mng. Dir., Merchandise Mart, San Francisco, Cal.	WESTERN FURN. CONFERENCE WESTERN MERCHANDISE MART	MDSE. MART SAN FRANCISCO
Tuesday Feb. 6	REGULAR MEETING, UPHOLSTERED FURNITURE MFRS. ASSN., CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.	McALPIN HOTEL, N.Y.C.	
Tuesday Feb. 6	NEW DESK DICTIONARY A new desk-dictionary, the Thorndike-Barnhart Comprehensive Desk Dictionary, will come out on this date. Since some 1000 new words are added to the language each year, dictionaries go rapidly out of date. This one should be a boon to any business executive. Publ.: Louise Thomas, DI. 6-1700.	DOUBLEDAY & COMPANY, INC.	14 WEST 49TH STREET
Feb. 7	ASH WEDNESDAY.		
Wednesday Feb. 7	WESTERN RADIO-TV DINNER This semi-annual trade gathering will be addressed by E. Carl Sorby of Geo. D. Roper Corp., and William A. Blees of Avco Mfg. Corp. Contact: George A. L'Amoreaux, Western Merchandise Mart, San Francisco.	WESTERN MERCHANDISE MART	SAN FRANCISCO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 8- May 31	TWO DECORATING COURSES Two evening courses in interior decoration are offered. The first, Interior Decoration, will be held Thursdays from 6:15 to 8 P.M. Fee, \$25; materials, \$3. The second, Workshop in Interior Decoration, will be held Thursdays, from 8:10 to 9:55 P.M. Fee, \$30; materials, \$3. Contact: Div. of General Education, N.Y. University, Washington Sq., New York 3, N.Y.	N.Y. UNIVERSITY	WASHINGTON SQUARE
Feb. 11- Feb. 14	WESTERN AREA JEWELRY & SILVERWARE SHOW, BILTMORE HOTEL, LOS ANGELES, CAL. CONTACT: LOS ANGELES TRADE FAIR, INC., 1151 S. BWAY, LOS ANGELES, CAL.		
Feb. 11- Feb. 15	SEATTLE WESTERN MDSE. EXHIBITORS ASSN. SHOW, OLYMPIC & NEW WASHINGTON HOTELS, SEATTLE, WN. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRAN., CAL.		
<u>WEEK BEGINNING MONDAY, FEBRUARY 12, 1951</u>			
Feb. 12	LINCOLN'S BIRTHDAY (Monday).		
Tuesday Feb. 13 12:15 P.M.	20TH ANNIVERSARY LUNCHEON Dorothy Shaver, president of Lord & Taylor, will be the speaker at this luncheon marking the 20th anniversary of the organization. She will speak on Department Stores - Crossroads of Community Life. Tickets, \$4 for members, \$4.50 for guests. Contact: Ethel Kremer, CI. 7-3940.	FASHION GROUP, INC.	HOTEL ASTOR
Tuesday Feb. 13 7:30 P.M.	MEETING Speakers at this meeting will be Melanie Kahane, A.I.D., and James Forbes of General Electric. Their subject: "Color - a Necessary Adjunct to Lighting." Publicity: Winonah Murphy, JU. 6-2424.	RESID. LIGHTING FORUM	570 LEXINGTON AVE.
Feb. 13-15	RADIO-TELEVISION MFRS. ASSN. PARLEY, STEVENS HOTEL, CHICAGO, ILLINOIS.		
Feb. 13-23	BRITISH FURNITURE & ALLIED TRADES EXHIBITION, LONDON, ENGLAND.		
Feb. 14	VALENTINE'S DAY.		
Feb. 14- Feb. 18	FORT LAUDERDALE HOME SHOW, FORT LAUDERDALE, FLORIDA. CONTACT: C. H. BROOKS, MGR., 252 N.E. 54TH STREET, MIAMI, FLORIDA.		
Thursday Feb. 15 12:15 P.M.	REGULAR LUNCHEON Mrs. Franklin Delano Roosevelt will be the speaker at this luncheon. Her subject will be announced later. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT
Thursday Feb. 15- Feb. 16	SEVENTH ANNUAL ADEQUATE WIRING CONFERENCE Case studies of successful Adequate Wiring Programs, good speakers, open forum discussions, will mark this conference. Contact: Norman Wicks, Natl. Adequate Wiring Bur., 155 E. 44th St., N.Y. 17, MU. 2-1500.	NATL. ADEQUATE WIRING BUR.	SHERATON-GIBSON CINCINNATI, OHIO
Feb. 15- Feb. 17	NATIONAL AMERICAN WHOLESALE GROCERS ASSN. MEETING, DRAKE HOTEL, CHICAGO, ILL. CONTACT: M. L. TOULME, 60 HUDSON STREET, NEW YORK 13, N.Y.		
Feb. 15- Feb. 22	NATIONAL CHERRY WEEK. SPONSOR: NATL. RED CHERRY INST., 332 S. MICHIGAN AVE., CHICAGO 4, ILL.		
Feb. 17- Feb. 25	HOME BLDRS. ASSN. OF GREATER ST. LOUIS, KEIL AUDITORIUM, ST. LOUIS, MO. CONTACT: H.J. LOOSLEY, 1624 DELMAR BLVD., ST. LOUIS 3, MISSOURI.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 18- Feb. 21	PORTLAND WESTERN MDSE. EXHIBITORS ASSN. SHOW, PORTLAND, HOTEL PORTLAND, ORE. CONTACT: KAY LEBER, MGR., 1355 MARKET ST., SAN FRANCISCO, CALIFORNIA.		
Feb. 18- Feb. 21	CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Feb. 18- Feb. 23	DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Feb. 18- Feb. 23	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 SO. OLIVE ST., LOS ANGELES 4, CALIF.		

ADVANCE DATES AND NOTICES

Monday Feb. 19 7:30 P.M.	SEVENTEENTH LECTURE Subject of this lecture will be merchandising. Panel Director will be Helen Berg of Her Majesty Underwear Co.; speakers are: Helen Hall of WOR, Margo Smith Pierce of Curtis Publishing Co. and Helene Theis of Cavendish Corp. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Tuesday Feb. 20 7:15 P.M.- 9:30 P.M. Apr. 10	HOME LIGHTING COURSE With the cooperation of the Residence Lighting Forum, N.Y. University is offering a complete home lighting course. Designed to meet the needs of the decorator, designer, architect, homemaker, the course will include all the basic knowledge needed to understand lighting language, problems, proper applications of light and lighting design as used decoratively and functionally in today's interiors. Experts will deal with the various phases of the course which will be held for 8 consecutive Tuesdays. For further information contact: Professor Sidney G. Roth, Div. of Gen. Education, N.Y. University, 3 Washington Square North.	NEW YORK UNIVERSITY	WASHINGTON SQUARE
Feb. 22	WASHINGTON'S BIRTHDAY (LEGAL HOLIDAY).		
Feb. 22- Apr. 1	ST. PAUL HOME GOODS SHOW, ST. PAUL, MINNESOTA. CONTACT: ST. PAUL GALLERY & SCHOOL OF ART, ST. PAUL, MINNESOTA.		
Feb. 24- Mar. 4	GREATER CLEVELAND HOME & FLOWER SHOW, PUBLIC AUDITORIUM, CLEVELAND, OHIO. CONTACT: RALPH P. STODDARD, 520 LEADER BLDG., CLEVELAND 14, OHIO.		
Sunday Feb. 25- Mar. 3	NEW ENGLAND HOUSEWARES WEEK AND SHOW This week, a promotion for retailers, will have as its high spot the 18th Annual New England Housewares Show in Boston. Publicity: Carl Masson, Housewares Club of New England, Mechanics Building, Boston 16, Mass.	NEW ENGLAND HOUSEWARES SHOW	MECHANICS BLDG. BOSTON, MASS.
Monday Feb. 26- Mar. 1	NEW YORK GIFT SHOW The fortieth semi-annual gift show is being held one week later than usual to permit exhibitors to return from the Chicago show. Exhibits will remain open from 9 A.M. to 9 P.M. Monday and Tuesday; from 9 A.M. to 6 P.M. Wednesday and Thursday. On Tuesday, Feb. 27, the National Gift and Art Association which sponsors the Gift Show will hold a breakfast from 8 to 9:30 A.M. in the Cafe Rouge of the Hotel Statler. The annual dinner-dance of the China, Glass & Pottery Assn. of New York will be held on Wednesday evening, Feb. 28, at the Hotel Astor. Contact: George F. Little Management, MU. 9-7147.	GEORGE F. LITTLE MNGMT.	STATLER; NEW YORKER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 26- Mar. 2	CONFERENCE AND SEMINAR A Personnel Conference will be held on Feb. 26 - Feb. 28, and a Personnel Seminar from Feb. 28 to Mar. 2. Publicity: Edward K. Moss, BR. 9-6055.	AMERICAN MANAGEMENT ASSN. 330 WEST 42ND STREET	PALMER HOUSE CHICAGO, ILLINOIS
Feb. 27- Mar. 2	ALL INDUSTRY FROZEN FOOD CONVENTION, SAN FRANCISCO, CALIFORNIA. CONTACT: E.J. WATSON, PICTSWEET FOODS, INC., MOUNT VERNON, WASHINGTON.		
Feb. 28- Mar. 2	SIXTH SPI REINFORCED PLASTICS MEETING, EDGEWATER BEACH HOTEL, CHICAGO, ILL. CONTACT: LANGDON P. WILLIAMS, SOC. OF PLASTICS INC., MU. 6-1490,		
Wednesday Feb. 28- Apr. 25	ROUND TABLE WORKSHOPS A series of all-day workshops has already started and will continue on the last Wednesday of each month. The first session, held on January 31, dealt with Electrical Living on the Community Level. The Feb. 28th one will cover Care and Repair of Existing Appliances; the Mar. 28 one deals with Urban and Suburban Electrical Living; the final one on Apr. 25 will cover Equipment for Food Preservation. Hours: 10 to 12:30 A.M.; 2 to 4:30 P.M. Cost, \$2 per single session. Registration is from 9:30 to 10 A.M. before each session. Contact: Winifred Johnston, PL. 5-2900.	ELEC. WOMEN'S ROUND TABLE	570 LEXINGTON AVENUE
Mar. 3- Mar. 11	OAKLAND NATIONAL HOME SHOW, OAKLAND EXPOSITION BLDG., OAKLAND, CALIFORNIA. CONTACT: IRA W. CURRY, OAKLAND AUDITORIUM, OAKLAND, CALIFORNIA.		
Mar. 4- Mar. 7	DENVER GIFT AND JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED DALTON, 712 WEST OLIVE ST., LOS ANGELES, CALIF.		
Mar. 4- Mar. 8	DETROIT GIFT SHOW, STATLER & BOOK CADILLAC HOTELS, DETROIT, MICHIGAN. CONTACT: WALTER E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILL.		
Mar. 5- Mar. 6	CANADIAN SPI ANNUAL MEETING, MOUNT ROYAL HOTEL, MONTREAL, QUEBEC, CANADA. CONTACT: LANGDON P. WILLIAMS, SOC. OF THE PLASTICS IND., MU. 6-1490.		
Mar. 5- Mar. 9	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Mar. 5- Mar. 10	CENTRAL PENNSYLVANIA BLDGS. SHOW, STATE FARM SHOW BLDG., HARRISBURG, PA. CONTACT: J. L. BARREN, 2501 NO. FRONT ST., HARRISBURG, PENNSYLVANIA.		
Monday Mar. 5- Mar. 10	INTERNATL. FLOWER SHOW The 35th International Flower Show will feature town and country gardens this year. It is being held earlier than usual because of an early Easter on March 25. As usual, the Show is being conducted jointly by the Horticultural Society of New York and the New York Florists Club. Publicity: Edward F. Korbel and Worth Colwell, 480 Lexington Avenue, PL. 9-7340. For information on exhibits contact: Clifford Lowther, 157 W. 58th St., N.Y.	GRAND CENTRAL PALACE	480 LEXINGTON AVENUE
Monday Mar. 5- Mar. 11	ANNUAL ANTIQUES SHOW The Seventh Annual National Antiques Show will be held at this time. The lobby is to be decorated with Scalandre silks, using five-foot panels from the textiles now in Blair House, Colonial Williamsburg, Monticello and so forth. The theme of the show is "Antiques in Decorating." An elaborate lecture program is being arranged with outstanding designers and decorators as speakers. Contact: Morton Yarmon, BE. 3-6010.	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Mar. 6 7:00 P.M.	PUBLICITY COURSE A ten weeks' course on "Fundamentals of Publicity" will start on this date and continue on Tuesday evenings. It is open both to beginners and to publicity executives and will cover all media of publicity as well as the fields of home furnishings, food, fashion and cosmetics, products and personalities. Fee, \$15. Registration forms may be obtained from the Club. Contact: Rita Otway, PL. 5-4000.	PUBL. CLUB OF NEW YORK	HOTEL SHELTON
Mar. 6- Mar. 9	SOUTHEASTERN NEW ENGLAND FARM & HOME CONGRESS, PROVIDENCE, RHODE ISLAND. CONTACT: WM. COTTER, JR., 5 NARRAGANSETT COURT, NARRAGANSETT, R.I.		
Friday Mar. 9 7:00 P.M.- 2:00 A.M.	DINNER DANCE The 1951 dinner dance of this organization will be held in the Grand Ballroom under the title "Bal des Camellias". Quick Magazine is sponsoring this year's programs. Evening dress required. There will be door prizes and a gift for each woman attending. Members are urged to bring clients and their wives. Tickets \$15 each. Contact: Liliane McKinley, Adv. Women of N.Y., 1233 6th Ave., N.Y.C., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Mar. 10- Mar. 17	MILWAUKEE HOME SHOW, AUDITORIUM, MILWAUKEE, WISCONSIN. CONTACT: JOHN J. ROACHE, 606 W. WISCONSIN AVE., MILWAUKEE, WISCONSIN.		

MUSEUM, GALLERY & GARDEN NEWS

Thursday Feb. 1 10:00 A.M.- 5:00 P.M.	PRESS SHOWING A newly-designed group of Stonelain ceramic pieces will be shown to the press at this time and will be on sale in department stores throughout the country early in March. Stonelain is a high-fired ceramic combining stoneware's durability and porcelain's texture. In the new collection are 50 new pieces including bowls, vases, ashtrays, pitchers, candlesticks, plates and decorative sculpture presented in new glazes and in unusual shapes and designs. Photographs, press releases, full lists with titles, glazes and prices will be immediately available. Contact: Estelle Mandel, PL. 5-0711.	ASSOC. AM. ARTISTS GALL.	711 FIFTH AVENUE
Thursday Feb. 1- Mar. 18	SWISS POSTER EXHIBIT An exhibition of Swiss posters advertising books, household articles, clothes and urging travel, charity donations and attendance at exhibitions will be displayed in such a manner as to suggest a Swiss street display. In style the posters range from surrealist to straight illustration. Most of them were prize-winners in Switzerland. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.
Thursday Feb. 1	DOMUS ON DISPLAY AND SALE Domus, the Italian magazine on modern architecture, interiors and furnishings, is now on display and sale in the "Italy at Work" Exhibit. Back numbers of the 1950 issues from No. 243 to 251 may be purchased at the museum or from the magazine's U. S. representative, Italian Publishers Representatives, Inc., 1475 Broadway, New York 18, N.Y. Back numbers are \$1 a copy. Yearly subscription for the U. S. is \$14.80; professional rate to architects, designers and interior decorators is \$12.50. Contact: Italian Pub. Rep., BR. 9-1021.	BROOKLYN MUSEUM	EASTERN PARKWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Thursday Feb. 1	DISPLAY OF PERSIAN RUGS An exhibition of six magnificent Persian silk rugs has just been put on view in Gallery H 10. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	FIFTH AVE. AT 82ND
Thursday Feb. 1	PAINTINGS OF ROOMS An exhibition of paintings of New York rooms of today by David Payne has just opened. Admission free. Contact: Grace Mayer, LE. 4-1672.	MUSEUM OF CITY OF N.Y.	104TH ST. & 5TH AVE.
Monday Feb. 5- Apr. 30	PRESS PREVIEW A new exhibit of silks, "The Silks of the French Baroque Period", will be previewed by the press on Feb. 5 and open to the public on Feb. 6. It has been arranged to show the various styles of the Baroque period during the reign of Louis XIV. Some are reproductions; others are authentic textiles of the 17th and early 18th centuries. Hours: 9 A.M. to 5 P.M. Mondays through Fridays. Contact: John Kent Tilton, PL. 9-2070.	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
Tuesday Feb. 6- Mar. 4	TEXTILE EXHIBIT An exhibition of 17th Century Textiles from India and Persia will go on display. Contact: A. Elizabeth Chase, Yale Art Gallery, New Haven, Conn.	YALE UNIV. ART GALLERY	NEW HAVEN, CONN.

LAST MINUTE NOTICE

Thursday Feb. 1	CHANGE IN ADMISSION Admission for adults now 60¢; for children 20¢. Membership dues remain the same. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
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EDITORIAL AND RADIO REQUIREMENTS

For Institutions Magazine, 1801 Prairie Avenue, Chicago 16, Illinois.

In its March issue this magazine will run a feature article on decorative wallpapers for use in institutions. They wish to present the latest trends in the wall covering field. The magazine has a large circulation in the mass housing fields and its articles are important in influencing the buying programs of many institutions. Glossy black and white photographs of new designs suitable for use in hotels, restaurants, hospitals and schools will be welcome. They should be accompanied by releases or other informative material describing the photographs so that accurate captions and body copy can be written. Photo credits for editorial cuts used and source credits for factual information are always given and tear sheets will be sent upon publication. Address: Nancy M. Lewis, Edit.Dept.

For American Savings and Loan Service, 22 E. 12th St., Cincinnati 10, O.

This syndicated personalized house magazine for savings and loan associations can use stories up to 1000 words, with photographs or line drawn or painted illustrations, on subjects of interest to homeowners, prospective builders and housewives in general. Stories should concern some aspect of homemaking. Stories are printed with credit line for company supplying art and/or copy. Circulation: 85,000, 90% of which is mailed directly to home of above-average-income families. The magazine also runs 100 word briefs on new products. Address: David Singer, Editor.

DATE

WHAT'S GOIN ON

GIVEN BY

WHERE

EDITORIAL AND RADIO REQUIREMENTS (Cont'd)

For Radio Station WVSC, Somerset, Pennsylvania

This new radio station which went into operation on January 15 will welcome suitable material for radio presentation that is of particular interest to women. Address Toni Leslie, Woman's Editor.

For The Daily Times Herald, Herald Square, Dallas, Texas.

The annual garden edition will appear on February 25. Deadline is Feb. 12. Any material and glossy prints dealing with any phase of gardening will be welcome. Address: Doris Allen, Garden Editor.

RADIO AND TELEVISION PROGRAMS

From now on, instead of listing specific program material, HOME FURNISHINGS CALENDAR will list programs by name and station which handle home furnishings, food and related merchandise in all parts of the country.

Station WJAR - The Outlet Co., Providence 2, R.I. - Television Programs
12:00 - 12:30 P.M. - Let's Go Shopping - Alice Jackson (household hints, gift items, shortcuts in the kitchen, new household items) Mondays through Fridays.

3:30 - 4:00 P.M. - Your Next Door Neighbor - Nancy Baxter (a budget-saving program with regard to food items) Tuesdays.
Contact: Dody Sinclair, Production Manager.

Station WLW-D, Dayton 9, Ohio - Television Program

1:00 - 1:30 P.M. - Virginia Patterson Shops - Home furnishings and fashions, food and household hints. Every weekday.
Contact: Dorothy Sanders, Promotion Mgr.

Station WBAP, The Star-Telegram Station, Fort Worth, Texas - Television

1:00 - 1:15 P.M. - Let's Go Shopping - Bill Camfield and Mary Wright, sponsored by Leonard's Department Store. Straight merchandising show. Monday through Friday.

1:15 - 1:30 P.M. - What's Cooking? - Margaret McDonald and Bill Guy. Cooking and recipe show. Monday through Friday.

4:00 - 4:15 P.M. - Ann Alden - home furnishings, fashions, etc. sponsored by W. C. Stripling Department Store. Ann Stevens. Monday through Friday.

4:15 - 4:30 P.M. - Backgrounds for Living - Margaret McDonald and Taylor Ellmore. Deals with paint, wallpaper, interior decorating for W. J. Hancock Company. Tuesdays.
Contact: Jack Rogers, Prom., Publ., Merchandising.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below:

Country Gentleman, Independence Square, Philadelphia 5, Penna.
Kay Wood has taken Lora Stone's place as Home Furnishings Editor.

Textile Age, Inc. is at new address: 22 W. Putnam Ave., Greenwich, Conn.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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